



Kentucky Transportation Cabinet  
Office of Highway Safety

**FOR IMMEDIATE RELEASE**

**Contact: Chuck Wolfe**  
KYTC Public Affairs  
502-564-3419

**Erin Eggen**  
Office of Highway  
Safety  
502-564-1438

**Kentucky Office of Highway Safety wants your vote on public service  
announcement contest for teens**

*Students encouraged to increase awareness of distracted driving dangers*

**FRANKFORT, Ky.** (Feb. 10, 2011) – Distracted driving is threatening the lives – and taking lives – of young drivers. To raise awareness of the danger, the Kentucky Office of Highway Safety (KOHS) sponsored a video Public Service Announcement (PSA) contest for public and private high schools throughout the state.

“This is the first year we sponsored a PSA contest and our office was pleased with the submittals,” said KOHS Director Boyd Sigler. “But we need your help to choose the winner. By getting the public involved in the process, we hope to save even more lives.”

Of the 17 submittals, a panel of judges selected three top contenders. The three PSAs are currently on the KOHS website [http://highwaysafety.ky.gov/psa\\_video\\_contest.asp](http://highwaysafety.ky.gov/psa_video_contest.asp) for public viewing and voting. Voting will be open until noon on Friday, Feb. 18. The winner will be chosen on the basis of public online and internal Transportation Cabinet voting results.

Students were invited to create scripts for 30-second PSAs focused on distracted driving risks and/or prevention strategies. The KOHS will host a press event at the winning school and the winners will be recognized at the Kentucky Lifesavers Conference at the Galt House in Louisville on April 26. The winning PSA will air at the Boys’ and Girls’ Sweet 16 basketball tournaments in March and during the KOHS statewide distracted driving campaign through broadcast agreements with Big Blue Sports Marketing and WAZOO Sports Network.

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